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Monday, December 23, 1985

Advertising Age®

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Bonuses, holidays vary

Agencies exercise their Santa clause

An Advertising Age roundup

Was it Scrooge or Santa Claus giving out ad agency Christmas bonuses this year? Well, it depends upon where you work. And there didn't seem to be any direct correlation between what kind of year the agency had and how generous it was to its employes.

Many retailers lament six lost shopping days as the Christmas buying season enters its final hours. Page 3.

Doyle Dane Bernbach's New York office, for example, did not exactly have a terrific year (AA, Dec. 9), but employes got their traditional bonus of one week's salary anyway.

On the other hand, Ketchum Advertising/San Francisco had a great year but skipped its usual practice of giving employes coupons for a free turkey at client Safeway Stores, Oakland.

New York-based Grey Advertising, which ended the year with a super $100 million in new-business gains, also did not alter its usual practice of performance-related bonuses. But employes will be off Dec. 23, 24, 25 and New Year's Day.

Among the more generous agencies was Leo Burnett Co., which gave employes a percentage-of-salary bonus that an agency spokesman would only say was "substantial." Sources say it was 20% for most employes and higher for top management.

Also, Burnett client United Airlines, Elk Grove Village, Ill., gave the Chicago-based agency 20 pairs of tickets good for round-trip flights anywhere in the world United flies. These were awarded through a drawing.

The agency will be closed Dec. 24 and 25 and Jan. 1, with regular business hours observed on other days.

Performance-related bonuses, of course, continue at many agencies.

Among the more unusual formulas came one from Cramer-Krasselt, Chicago, which gives employes $1 for every year the agency has been in business—$87 this year. The agency will be closed from noon Christmas Eve and all day Christmas Day, as well as Tuesday and Wednesday of New Year's week.

As far as days off, Lord, Geller, Federico, Einstein in New York

(Continued on Page 28)

Where's Herb? Lost in McD.L.T. shuffle

By BRIAN MORAN

McDonald's Corp.'s avalanche of advertising and discount coupons for its McD.L.T. sandwich has roadblocked the first phase of Burger King's nationwide "search" for Herb.

Burger King's month-old quest for the mythical character who has never visited its restaurants, via J. Walter Thompson USA, New York, has apparently refocused some consumer attention on the No. 2 hamburger chain. Independent BK franchisees generally praise the Herb concept as an awareness-building novelty. But BK operators say the overwhelming McD.L.T. barrage from No. 1 McDonald's has thwarted Herb's ability to generate new business.

Fueling Big Mac's ambush of Herb is its estimated $5.5 million-a-week tv ad budget—about 2½ times BK's media weight for Herb—and coupons offering customers free McD.L.Ts. Many BK franchisees have decided to honor the competitor's coupons to keep customers from switching, but McDonald's new "Whopper Stopper" product is off to a strong start.

McDonald's original marketing plan had called for a four-week introductory campaign for the McD.L.T., which was to have been followed Nov. 25 by Chicken McNugget spots (AA, Nov. 11). But rather than slow the new sandwich's momentum, McDonald's has continued to focus tv advertising on the product beyond that date.

"We've never witnessed a bombardment like this [from McDonald's] before," said David Stein, a Burger King franchisee in Jacksonville, Fla. "It's totally blunted Herb so far."

Early awareness of the Herb campaign among customers is nearly as high as for BK's original "Battle of the burgers" campaign three years ago, said Joyce Meyers, a spokeswoman for Miami-based Burger King. But the Herb effort so far has fallen way short of approaching "Battle's" near-overnight sales gains. And BK franchisees are not forecasting any quick sales bursts as the Herb search continues.

"We didn't anticipate McDonald's coming in and

(Continued on Page 26)

Burger King is hoping to hold off Big Mac's megabuck onslaught with new tv spots offering 39¢ burgers and other discounts to customers who visit BK outlets and proclaim, "I'm not Herb." J. Walter Thompson USA, New York, handles.

Oliver may bring Right stuff to FTC

By STEVEN W. COLFORD

WASHINGTON—President Reagan's long-awaited nomination last week of political loyalist Daniel Oliver to head the Federal Trade Commission left ad industry leaders puzzled about everything but his politics and the probable continuation of current FTC policies.

Mr. Oliver had been considered the front-runner for months to replace James Miller III as FTC chairman, and initial ad industry reaction to his nomination was predictably positive.

D. Oliver

But little is known about Mr. Oliver's views on advertising issues.

His track record at previous Reagan administration posts suggests that his ultraconservative views were ultimately unpalatable to his Republican superiors at the Education

(Continued on Page 28)

Last Minute News

A-B search for Mich agency not all in family

ST. LOUIS—Anheuser-Busch, in evaluating its $35 million-to-$40 million Michelob beer account at Ted Bates Advertising/New York (AA, Nov. 25), reportedly has looked at presentations from a few New York agencies outside the A-B family. Those agencies are said to include the previously reported Young & Rubicam, as well as Doyle Dane Bernbach and Saatchi & Saatchi Compton. However, incumbent Bates and Michelob Light agency Needham Harper Worldwide, Chicago, still are said to be the leading contenders for the account in a group that also includes A-B agencies D'Arcy Masius Benton & Bowles and TBWA Advertising here, as well as the Bloom Agency, Dallas.

Nynex keeps 4 agencies on line, disconnects 5

NEW YORK—Nynex Corp. has narrowed to four the field of nine agencies contending for the regional telephone company's $10 million corporate account (AA, Nov. 11). Those agencies still said to be in the race are BBDO; Chiat/Day; Hill, Holliday, Connors, Cosmopulos, and incumbent Young & Rubicam. Not making the cut were Foote, Cone & Belding; Grey Advertising; HBM/Creamer; Kenyon & Eckhardt, and Scali, McCabe, Sloves. A decision is expected by Jan. 15.

Minolta has surprise play for Super Bowl

RAMSEY, N.J.—Minolta Corp.'s business equipment division is planning its own Super Bowl XX surprise, when it airs two spots for its new EP50 personal copier. Spokesman Tony Randall co-stars with a mystery guest, "Uncle Ebeneezer," whose identity viewers are to guess. Minolta says the mystery guest is as well known as Mr. Randall, has appeared with him before and "has also been seen previously in copier commercials" (Jack Klugman, anyone?). Local Minolta dealers are to reward winners. Bozell & Jacobs, New York, handles.

(Continued on Page 8)

Marketers shopping for stars

By SCOTT HUME and NANCY GIGES

That *other* shopping season, the celebrity shopping season, also is nearing its close as advertisers and agencies seek to sign famous names and faces for next year's first quarter.

Some of the potential matchups make clear sense, such as Pepsi-Cola's effort to snare Don Johnson, star of tv's hottest show, "Miami Vice." Others, such as McDonald's Corp.'s attempt to sign opera star Luciano Pavarotti, are more surprising.

Despite the abundance of celebrities in advertising, not everyone is interested. Mr. Pavarotti responded to McDonald's recent inquiry with what his manager called an "emphatic no." The ro-

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NEWSPAPER

Ultra Pampers to cap P&G's diaper drive

By LAURIE FREEMAN

Procter & Gamble, which has committed $500 million to shoring up its share of the disposable-diaper market, hopes to complete the effort next year with the national introduction of Ultra Pampers.

That will add a third national brand to P&G's lineup, which already includes New Pampers and the redesigned, thicker Luvs Baby Pants. The performance of these brands has stemmed the Cincinnati-based company's steady loss of share in the highly competitive $2.7 billion disposable-diaper market, analysts say.

P&G remains the market leader with a total share of 52.5%, up five percentage points in the last four months. Much of the gain is attributed to Luvs, because Ultra Pampers have been available only in a seven-state, midwestern area (AA, Oct. 21, *et seq.*).

Kimberly-Clark Corp.'s Huggies brand has held steady at a 34% share. Sources say P&G has gained its share points at the expense of private-label marketers rather than K-C, which leads in the premium-diaper category.

Paper industry sources say Neenah, Wis.-based K-C's strong position is "a bit surprising," because the company has put the retail trade on a strict Huggies allocation system for much of the fourth quarter of this year.

Retailers are allowed to buy limited quantities while the company retools its machines to make Huggies Extra Absorbent Medium 40s, a thicker, extra-absorbent diaper with an elastic waistband.

K-C has said it expects Huggies Medium 40s will be available nationally by yearend (AA, March 25), with continued advertising support from Ogilvy & Mather, New York.

P&G briefly tested Ultra Pampers in parts of Illinois, Indiana, Iowa, Kansas, Kentucky, Missouri and Ohio, supported by tv and print ads themed "Ultra Pampers are the driest diaper ever for your driest baby ever." D'Arcy Masius Benton & Bowles, New York, is Pampers' agency.

Dancer Fitzgerald Sample handles Luvs.

P&G would not say how it plans to position or advertise Ultra Pampers, which will be on shelves beside New Pampers. In test markets, the two brands got separate but similar ad campaigns.

Ultra Pampers is a fully shaped, premium diaper with an inner core that is "concentrated to absorb more wetness" without added bulk, a P&G spokeswoman said.

Some industry executives question whether P&G can convince consumers the thinner Ultra Pamper diaper is as absorbent as a "thick" diaper such as New Pampers.

"The jury is still out on whether mothers will accept something thin. The thin diaper works, but consumers must be confused over which diaper they should be using," one paper industry source said.

P&G is "hedging its bet" on Ultra Pampers, he added. Its new diaper-manufacturing equipment can make the thick New Pampers or the thin Ultra Pampers.

The P&G spokeswoman said Ultra Pampers will be sold in "giant" packs that hold either 64-count large superabsorbency diapers or 96-count medium superabsorbency diapers.#

Quaker tries again

'All-family cereal' set for '86

By JULIE FRANZ

CHICAGO—Quaker Oats Co. is readying its first introduction into the $4 billion ready-to-eat cereal market since its ill-fated Mr. T bowed in late 1984.

Quaker Oh's will be moved into East Coast markets in January.

Positioned as an "all-family cereal," the two-flavor line will receive support via tv and couponed freestanding inserts breaking during the first quarter. Backer & Spielvogel handles.

A Quaker spokesman wouldn't comment on the product before its introduction.

Ohhh... save $1.00
Try the great taste of new Quaker Oh's Cereal...
Crunchy "rings" of corn and oats filled with delicious bits of nut or graham. Lots of good things in the middle—plus $1.00 off—will make your whole family say "Oh!"
NEW!
Oh's
Ohhhh!
Save 50¢
ON NEW QUAKER CRUNCHY NUT Oh's CEREAL
Save 50¢
ON NEW QUAKER HONEY GRAHAM Oh's CEREAL

Quaker Oats' new Oh's cereal, the company's first ready-to-eat cereal introduction in more than a year, will be backed by tv and couponed, freestanding newspaper inserts. Backer & Spielvogel, Chicago, handles.

Print ads that were used in test markets (Marion, Ind., and possibly others) say the rice-and-honey cereal is "crunchy rings of corn and oats filled with delicious bits of nut or graham. Lots of good things in the middle...will make your whole family say, 'Oh!' "

Quaker's share of the ready-to-eat cereal market has been slipping steadily from the 8.6% share it posted in 1984. That slippage may be no fault of Quaker's, since Kellogg Co., Battle Creek, Mich., has such a stranglehold on the market with its 43% share, said John Maxwell, food-industry analyst with Furman Selz Mager Dietz & Birney, New York.

Quaker stayed out of the ready-to-eat cereal fray this year in favor of building on its flagship brand, Quaker Oats. The company now boasts a line of 20 oat products, both long-cooking and instant, up from only two in 1980.

The company also is testing in the Dallas market a premium-price, four-item line of Fruit n' Cream hot breakfast cereals based on its successful "peaches & cream" and "strawberries & cream" instant-oatmeal flavors.

Quaker's presweetened Mr. T cereal, introduced at the height of the licensed-character cereal craze, fell by the wayside as the market evaporated, analysts said (AA, June 25, '84, *et seq.*). Licensed cereals typically have a shelf life of 18 months and rarely achieve market share of more than 1%, one analyst said.

Backed by $10 million in tv and print, via Backer, Quaker cut the Mr. T cereal's budget in January of this year after the product had been on shelves only five months.

The company has just completed its multi-million-dollar "Where's the Cap'n" promotion for its Cap'n Crunch cereal, the best selling brand in Quaker's cereal line (AA, Sept. 9).

Sources estimate Quaker spent between $6 million and $10 million on the promotion, which removed the Cap'n's likeness from cereal boxes starting Sept. 1. Three sets of clues to the Cap'n's whereabouts were printed on the back of cereal boxes. His location was revealed Dec. 14 during a two-minute tv spot airing simultaneously on the three major networks.

Backer also handles the Cap'n Crunch brand.#

HIGHLIGHTS

Mac throws 'Herb' block 1
McDonald's Corp.'s avalanche of advertising and discount coupons for its McD.L.T. sandwich has roadblocked the first phase of Burger King's nationwide "search" for Herb.

Christmas is no bargain 3
Retail "merchants of dreams" are realists at heart, knowing that even if they finish the final two days with a bang, December sales may end with only a whimper.

INTERNATIONAL

Stork to the diaper rescue 16
Australian mothers don't care for disposable diapers, so Kimberly-Clark Australia has recruited Dr. Benjamin Stork to change their minds. The $300,000 tv campaign follows a change in the market after K-C purchased Colgate-Palmolive Co.'s Snugfit/Snugglers division earlier this year.

OTHER NEWS

Two bills introduced in Congress last week would, in effect, make it $1 billion a year more expensive to advertise and market tobacco products. Page 4.

Adams Natural Beverage Co. will call on O.J. Simpson this spring to carry its Napa Naturals juice-based soft drink into the eastern U.S. Page 6.

Seiko Time Corp. is buying radio time to warn Christmas shoppers about some Seiko watches. The watches, advertised at "reduced prices," were not "authorized for sale or import" in the U.S. Page 25.

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COMING THURSDAY

Due to the holidays, Advertising Age *Thursday will not be published Dec. 26 or Jan. 2.*

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West Coast news

Oakland project in review

Urban Center Development Ltd., San Francisco, is reviewing 17 California shops for a first agency to handle a new retail complex in Oakland. The development, in conjunction with the Port of Oakland, will include shops, restaurants, office space and a hotel. The ad budget is estimated at $750,000 until the 1988 opening, then $1 million annually. The review will narrow to five agencies this week.

The principals of Liebowitz, Olshever, Vogel & Baruch, Los Angeles, will go their separate ways in a few weeks, splitting the agency's remaining billings among them, partner Bonnie Baruch confirmed. Ms. Baruch, who will take L.A. Cellular Telephone Co. with her, said she is mulling two opportunities. Exec vp-creative director Iz Liebowitz will become a free-

(Continued on Page 28)

BEST OF PRESS

FLASH REPORT: Newspaper advertising investment for September

September 1985		IN 100 THOUSANDS IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1 2 3 4 5 6 7 8 9 1 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100 105 110	1985	1984	ACTUAL $ G OR L	% G OR L
Amusements	1985		$23,804,854	$24,379,860	-575,006	-2.4
	1984					
Computer stores & supplies	1985		4,903,075	4,277,137	+625,938	+14.6
	1984					
Department stores	1985		89,486,803	81,895,893	+7,590,91	+9.3
	1984					
Food stores	1985		26,729,894	21,633,759	+5,096,13	+23.6
	1984					
Radio, tv, phonographs, records	1985		17,140,207	13,495,431	+3,644,776	+27.0
	1984					
General merchandise stores	1985		40,198,078	35,149,061	+5,049,017	+14.4
	1984					
Alcoholic beverages	1985		2,456,638	2,124,109	+332,529	+15.7
	1984					
Cameras, photo supplies & services	1985		488,146	321,292	+166,854	+51.9
	1984					
Computers, equipment & services	1985		2,650,248	3,329,783	-679,535	-20.4
	1984					
Public service utilities & communications	1985		5,609,910	5,680,056	-70,146	-1.2
	1984					
Publishing & media	1985		14,142,026	13,081,516	+1,060,510	+8.1
	1984					
Cigarets	1985		7,057,538	5,271,588	+1,785,950	+33.9
	1984					
Airlines	1985		12,752,17	9,503,534	+3,248,583	+34.2
	1984					
Passenger cars-new	1985		13,242,318	10,149,696	+3,092,622	+30.5
	1984					
Banks & trust companies	1985		6,988,799	5,214,888	+1,773,911	+34.0
	1984					
Stock, bond & investment houses	1985		1,861,707	1,307,690	+554,098	+42.4
	1984					

This Flash Report of newspaper advertiser investments, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 28 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown. Note: *Philadelphia Inquirer* morning and Sunday and news evening did not publish September 7, 1985, through September 30, 1985, due to strike conditions. To maintain comparability, no Philadelphia data for September, 1985, and September, 1984, are included in this report.#

Source: Media Records Inc.

Dailies see increases

NEW YORK—September was a good month for the newspapers measured by Media Records Inc. for the ADVERTISING AGE Flash Report of newspaper advertising investments.

Spending was up in 13 of 16 categories in the newspapers measured by MRI. The data do not include September '84 or September '85 measurements of the *Philadelphia Inquirer* and *Daily News*, which were shut by a strike during September.

Leading the gainers in dollar volume were department stores, up 9.3% ($7.6 million) to $89.5 million. Food stores and general-merchandise stores followed closely, with a 23.6% hike ($5.1 million) to $26.7 million and a 14.4% increase ($5 million) to $40.2 million, respectively.

Other gainers included computer stores and supplies, up 14.6% to $4.9 million; radio-tv-phonograph-record retailers, up 27% to $17.1 million; alcoholic beverage advertisers, up 15.7% to $2.4 million; camera, photo supplies and service retailers, up 51.9% to $488,146; publishing and media advertisers, up 8.1% to $14.1 million; cigaret advertisers, up 33.9% to $7.1 million; airlines, up 34.2% to $12.8 million; new passenger car advertisers, up 30.5% to $13.2 million; banks and trust companies, up 34% to $7 million, and stock, bond and investment houses, up 42.4% to $1.9 million.

Losing categories included amusements, down 2.4% to $23.8 million; computers, equipment and services, off 20.4% to $2.6 million, and public service utilities and commissions, down 1.2% to $5.6 million.#

Young & Rubicam, New York, used line art effectively in this ad for Nynex Corp.'s data products and services. Group creative director, John Nieman; associate creative director, Jim Hayman; copy supervisor, Jean Kondek; art supervisor, Matt Basile.

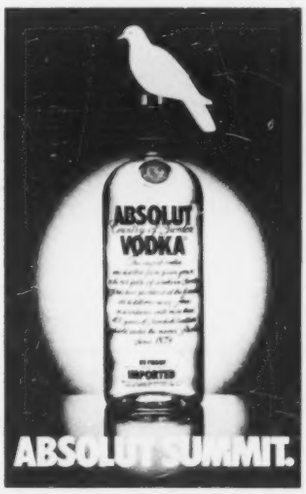
Best of Press selections are made by a committee of three: Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede, ADVERTISING AGE's newspaper industry reporter. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Gloede in AA's New York bureau.

Bartels & Carstens, St. Louis created a perfect marriage of a sale event and the sale merchandise by dressing an anniversary candle in a business suit to celebrate the 109th anniversary of Boyd's, a St. Louis department store chain. Creative directors, David Bartels and Donn Carstens; copywriter, Cathy Williams; art director, David Bartels; illustrator, George Stravinos.

Ally & Gargano, New York, used space effectively by running this two-part ad for Federal Express on the lower portion of facing pages in newspapers across the country. Art director, Cathiann Mooney; copywriter, Ken Mandelbaum; photographer, Robert Ammirati.

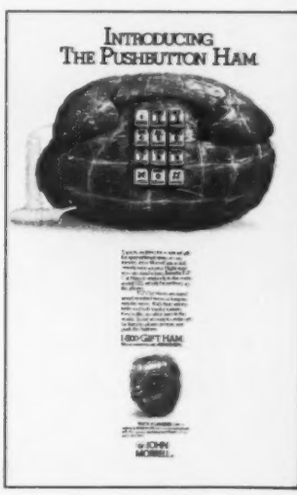
bahhhh taxes!
We agree—what a bore. A Federal Excise Tax increase goes into effect October 1 that will raise prices on all distilled spirits, including your beloved Kahlua. So, starting October 1, Kahlua will cost more—with our apologies.
But there's a loophole. Stock up on Kahlua before that taxing date, and you'll save yourself a bundle.
Look for the Kahlua display your neighborhood retailer is featuring. And pick up all the Kahlua you want at the pre-tax price.
Ah, revenge is sweet.
Kahlua

Eisaman, Johns & Laws, Los Angeles, also took a timely approach with this advertisement for Maidstone Wine & Spirits' Kahlua liquor by running the ad immediately prior to the increase in the federal excise tax on distilled spirits. Associate creative directors: Andrea Giambrone and Joel Gilman.



TBWA Advertising, New York, tied an ad for Absolut vodka to the Reagan/Gorbachev summit by running this ad as the meeting was in progress. Creative directors, Arnie Arlow and Peter Lubalin; art director, Geoff Hayes; copywriter, Evert Cilliers; photographer, Steve Bronstein.

This ad, via Dawson, Johns & Black, Chicago, uses a particularly effective headline and color illustration to sell John Morrell ham via the telephone. Creative director, Jim Black; art directors, Jim McLemore and Jim Black; copywriter, Matt Matcuk; illustrator, Dennis Magdich.



Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

December

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	50.9	68.4	895.6	921.7
Antiques	—	—	—	—
Art in America	—	—	—	—
Southwest Art	92.7	71.2	1,031.3	1,045.3
Total Group	**143.6**	**139.4**	**1,926.9**	**1,967.0**
% change		+ 3.0%		- 2.0%
— Auto/cycle/rec. vehicles —				
Autoweek (52X)	116.2	102.5	1,620.0	1,590.0
Car & Driver	88.7	101.3	1,208.5	1,147.0
Car Collector & Car Classics	15.5	22.2	217.5	240.4
Car Craft	69.0	61.8	907.8	867.7
Circle Track	45.3	40.8	626.3	557.2
Cycle	37.4	39.6	595.5	533.6
Cycle Guide (11X)	30.3	33.0	430.1	426.6
Cycle World	31.5	36.7	574.4	555.7
Dirt Rider	62.1	48.8	421.1	345.0
Dune Buggies & Hot VWs	95.3	75.8	1,130.6	948.8
Family Motor Coaching	121.4	125.8	1,723.8	1,722.2
4 Wheel & Off-Road	89.2	72.7	976.3	888.5
Four Wheeler	89.1	85.6	1,054.7	974.9
Hot Rod	50.6	50.2	717.2	735.3
Motorcyclist	16.0	29.4	426.1	418.0
Motor Trend	78.9	68.5	929.7	801.3
Motorhome Life	76.8	88.7	1,118.9	1,086.1
Rider	39.4	32.4	618.8	642.0
Road & Track	117.2	109.9	1,333.7	1,249.4
3 Wheeling	80.8	48.5	748.5	400.8
Trailer Life	91.3	111.9	1,418.1	1,486.9
Total Group	**1,442.0**	**1,386.1**	**18,797.6**	**17,587.4**
% change		+ 4.0%		+ 6.9%
— Boating & yachting —				
Boating	104.0	110.5	1,573.7	1,610.0
Chesapeake Bay	24.1	17.4	414.0	338.5
Cruising World	89.5	95.9	1,632.3	1,743.5
Lakeland Boating (10X)	54.0	53.5	645.0	596.8
Motor Boating & Sailing	117.0	114.1	1,930.2	1,872.3
Sail	79.0	93.5	1,481.2	1,637.5
Small Boat Journal	39.2	31.8	273.1	246.9
Trailer Boats	24.4	24.2	266.9	141.5
Western Boatman	33.1	20.3	370.0	356.6
Yachting	123.7	143.8	1,911.5	2,060.9
Total Group	**688.0**	**705.0**	**10,497.9**	**10,604.7**
% change		- 2.4%		- 1.0%
— Canadian —				
L'Actualite	—	—	—	—
Chatelaine				
English Edition A	110.3	88.4	1,155.0	1,193.0
French Edition	96.8	85.6	952.2	1,034.7
City and Country Home (8X)	87.7	55.0	473.3	412.5
Financial Post A	33.9	33.1	420.1	526.6
Flare A	100.8	87.7	864.0	852.6
Homemaker's (10X)	—	—	—	—
Maclean's (52X) A	111.0	135.9	1,502.9	1,554.3
Montreal Calendar (10X)	39.0	44.0	374.6	492.0
Montreal Ce Mois Ci (10X)	51.0	51.0	410.6	536.0
Reader's Digest				
Canadian-English A	77.3	81.9	896.3	1,000.1
Canadian-French A	68.5	92.9	693.7	930.1
Toronto Life	150.0	150.2	1,094.8	1,212.4
Vancouver	127.3	116.6	978.1	1,097.0
Total Group	**1,053.6**	**1,022.3**	**9,815.6**	**10,841.3**
% change		+ 3.1%		- 9.5%
— Civic/fraternal —				
American Legion	14.6	17.6	300.4	276.6
Elks (10X)	—	—	194.2	227.3
Kiwanis	—	—	172.8	138.5
Rotarian	9.9	8.7	132.8	138.7
V.F.W. (11X)	15.2	12.9	327.0	302.5
Total Group	**39.7**	**39.2**	**1,127.2**	**1,083.6**
% change		+ 1.3%		+ 4.0%
— Comics —				
DC Comics	9.0	10.0	85.0	91.0
Marvel Comics Group	6.0	7.0	87.5	99.5
Total Group	**15.0**	**17.0**	**172.5**	**190.5**
% change		- 11.8%		- 9.4%
— General —				
American Health (10X)	56.2	31.5	560.0	404.8
American West (6X)	—	—	—	—
The Atlantic A	55.5	70.3	578.9	590.2
Audubon Magazine (6X)	46.1	41.4	214.1	174.1
Bon Appetit A	154.0	135.8	1,147.9	1,116.3
Changing Times	42.4	47.3	491.0	532.5
Connoisseur	87.2	75.6	838.2	703.2
Consumers Digest (8X)	36.5	13.6	235.3	102.6
Ebony	95.0	98.8	1,200.0	1,102.3
Fifty Plus	28.4	23.5	396.5	416.1
Food & Wine	77.4	59.4	630.2	506.6
Games	22.4	24.6	297.3	252.6
Gourmet	122.7	117.1	1,144.1	995.4
Home Entertainment	—	—	—	—
Harper's Magazine A	20.9	21.5	300.8	278.5
Life	74.2	87.1	778.5	765.2
Modern Maturity	45.6	43.8	275.3	259.5
Money	126.8	149.0	1,459.8	1,518.2
Moneysworth (4X)	—	—	51.4	53.8
Mother Earth News (6X)	38.4	37.9	268.4	301.0
National Geographic	—	—	—	—
Natural History	36.3	37.7	507.2	507.9
Prevention	51.6	53.9	714.1	808.0
Psychology Today	25.0	25.4	310.6	318.7
Reader's Digest A	109.6	104.0	982.4	980.8
Saturday Evening Post (9X)	—	—	—	—
Signature	49.5	42.7	672.9	674.8
Smithsonian	80.5	92.0	1,062.2	1,014.1
Success B	30.5	36.3	371.7	414.2
Sylvia Porter's Personal Finance (6X)	47.3	41.3	250.6	194.8
Town & Country	158.2	195.6	1,745.7	1,819.6
Travel-Holiday	24.0	27.1	507.5	493.9
Travel & Leisure	81.6	100.8	1,250.2	1,303.8
Vanity Fair	53.0	49.5	429.4	335.1
Writer's Digest	22.4	22.2	284.0	290.6
Yankee	65.5	71.6	959.1	974.9
Total Group	**1,964.7**	**1,942.0**	**20,935.3**	**20,206.1**
% change		+ 1.2%		+ 3.6%
— Home —				
Americana (6X)	—	—	210.0	226.0
Architectural Digest A	118.5	139.1	1,572.2	1,601.9
Better Homes & Gardens	123.2	142.7	1,345.8	1,479.5
Colonial Homes (6X)	—	—	371.0	413.7
Country Journal	25.4	—	336.7	350.4
Country Home	31.7	29.3	195.4	129.8
Country Living	52.3	66.9	829.1	794.6
Dallas/Ft. Worth Home & Garden	89.6	92.4	1,010.5	910.3
Family Handyman (10X) A	43.4	51.5	656.4	755.0
Flower & Garden (6X)	42.6	37.8	248.0	221.4
Home	20.4	27.7	586.1	613.6
The Homeowner (10X)	16.9	19.0	282.4	260.2
House Beautiful	47.3	77.4	960.8	1,136.5
House & Garden	96.1	93.9	1,163.9	1,098.0
Houston Home/Garden	87.1	112.0	1,165.0	1,257.0
Metropolitan Home	55.7	87.4	771.2	880.5
New Shelter (9X)	—	—	498.3	447.0
1,001 Home Ideas	29.0	38.3	587.5	513.0
Rodale's Organic Gardening	60.4	52.4	659.5	726.6
Phoenix Home/Garden	68.3	61.2	812.4	688.2
San Diego Home/Garden	79.3	65.8	927.0	864.6
South Florida Home/Garden	30.1	28.7	450.2	—
Southern Accents (6X)	—	—	519.9	477.9
Southern Living	128.2	124.6	1,630.9	1,625.2
Sunset Magazine A	127.9	132.8	1,747.8	1,684.1
Texas Homes	66.2	75.1	944.1	959.9
Workbench (6X)	—	—	320.7	360.8
Total Group	**1,439.6**	**1,556.0**	**20,802.8**	**20,477.7**
% change		- 7.5%		+ 1.6%
— In-flight & other passenger —				
Aboard Group (7) (6X)	—	—	126.0	75.4
Alaska Airlines	53.0	54.3	601.1	628.4
American Way (26X)	81.6	77.6	1,402.3	1,195.7
East/West Network:				
Eastern Review	86.3	99.3	1,143.0	1,372.1
Northwest Orient	40.2	38.5	510.5	407.6
Ozark	39.8	42.8	510.8	541.5
PSA Magazine	77.7	89.0	1,024.5	1,218.9
Pan Am Clipper	51.2	67.8	703.4	753.5
Republic Scene	36.3	48.2	564.4	698.7
Spirit	78.0	100.2	1,148.0	1,175.0
Unired	72.7	87.3	1,124.6	1,357.0
Western's World	61.7	53.7	677.8	797.0
Halsey Publications:				
Air Cal	41.7	53.0	582.1	631.5
Delta Sky	65.2	70.7	684.3	908.5
Skylite	18.5	21.0	246.6	249.2
USAir	39.5	52.5	614.7	717.8
Hawaii (6X)	20.8	22.8	278.5	262.0
Pace	79.8	86.8	857.3	655.9
Spirit of Aloha (6X)	20.3	23.8	272.5	262.4
TWA Ambassador	47.2	47.3	667.3	706.4
Total Group	**1,010.6**	**1,136.6**	**13,939.7**	**14,614.5**
% change		- 11.1%		- 4.6%
— Men's —				
Esquire A	220.3	262.3	1,400.3	1,409.3
Firehouse Magazine (13X)	46.3	50.3	640.6	678.4
Gentlemen's Quarterly A	175.7	160.0	1,865.6	1,930.8
M Magazine	64.3	56.0	672.5	765.3
Penthouse A	54.5	66.3	489.8	625.3
Playboy A	103.6	110.2	894.3	904.4
Total Group	**664.7**	**705.1**	**5,963.1**	**6,313.5**
% change		- 5.7%		- 5.6%
— Metropolitan —				
Aloha (6X)	38.7	39.8	204.2	185.7
Atlanta	97.7	59.4	707.8	717.8
Baltimore	121.4	129.2	1,024.6	834.7
Boston	216.6	220.9	1,949.8	1,831.1
California	93.8	87.7	855.0	835.8
Charlotte (10X)	27.0	24.0	243.0	220.3
Chicago	185.7	173.0	1,734.3	1,753.5
Chicago's North Shore	129.1	108.9	1,019.8	1,060.4
Cincinnati	61.1	75.8	746.2	682.3
Cleveland	107.4	93.6	1,047.0	944.5
Columbus Monthly	81.2	74.4	891.8	835.8
Connecticut	104.2	82.9	1,119.2	998.2
Country Magazine	40.3	42.0	557.3	501.8
D/Magazine, Dallas/Ft. Worth	161.2	175.3	1,666.0	1,648.8
Denver	58.0	52.5	434.9	372.4
Grand Rapids	38.9	46.3	597.0	635.1
Gulfshore Life (10X)	70.2	50.9	618.0	539.5
Honolulu	80.6	79.8	791.5	802.0
Houston City	88.8	115.2	874.9	1,053.7
Indianapolis	49.3	45.3	575.2	513.2
Kansas City	—	—	—	—
Los Angeles	240.0	256.5	2,222.9	2,507.5
Louisiana Life (6X)	—	—	352.9	470.2
Madison	93.0	61.0	760.6	578.8
Metropolitan Detroit	70.3	85.1	873.0	708.6
Miami Mensual	130.9	135.6	1,155.2	1,120.8
Miami/South Florida	61.8	58.3	527.4	506.9
Milwaukee	104.7	107.1	855.1	611.3
Minneapolis/St. Paul	132.8	117.1	1,263.9	1,171.5
Monthly Detroit	137.4	138.0	935.2	865.7
Nashville	48.0	34.0	490.0	442.0
New England Monthly	40.4	23.8	423.9	129.8
New Jersey Monthly	64.8	59.3	753.3	669.3
New Mexico	30.5	43.6	442.5	487.6
Ohio	49.1	50.8	802.6	742.6
Oregon	23.6	18.7	390.1	300.0
Orlando	94.8	95.3	1,182.7	1,023.8
Palm Beach Life	170.0	121.3	888.3	901.7
Palm Springs Life	—	—	—	—
Philadelphia	172.6	183.8	1,716.6	1,636.2
Phoenix	113.9	115.3	1,188.5	1108
Pittsburgh	62.0	65.9	761.9	746.3
St. Louis	72.0	80.0	708.4	748.0
San Diego	159.3	197.3	1,864.6	1,866.6
San Francisco	51.3	97.0	—	—
San Francisco Focus	129.6	108.0	1,150.2	830.5
Texas Monthly	149.8	156.4	1,562.6	1,656.8
Twin Cities	—	—	—	—
Ultra	114.3	123.1	946.1	1,054.6
The Virginian (6X)	—	—	54.0	46.5
Washington Dossier (11X)	66.3	51.5	669.8	598.1
The Washingtonian	—	—	—	—
Total Group	**4,434.4**	**4,362.7**	**42,619.8**	**39,499.1**
% change		+ 1.6%		+ 7.9%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	17.3	17.7	229.9	277.9
Secrets	17.3	17.7	229.9	277.9
True Confessions	17.3	17.7	229.9	277.9
True Experience	17.3	17.7	229.9	277.9
True Love	17.3	17.7	229.9	277.9
True Romance	17.3	17.7	229.9	277.9
Sterling Women's Group:				
Daytime TV	23.5	28.5	332.0	337.0
Modern Screen	15.5	21.5	89.3	123.0
Movie Mirror (6X)	10.0	21.5	97.0	124.0
Soap Opera Stars	16.5	17.5	110.1	124.3
TV Movie Screen (6X)	8.3	6.0	43.6	25.0
TV Picture Life (6X)	7.0	6.0	40.0	98.0
Total Group	**184.6**	**207.2**	**2,091.4**	**2,498.7**
% change		- 10.9%		- 16.3%
— Music/entertainment —				
American Film (10X)	32.5	33.5	272.5	277.5
Audio	78.6	75.1	1,056.2	947.4
Circus Magazine	55.5	59.3	605.3	481.3
Dance Magazine	59.5	63.1	656.0	708.6
Musician	58.7	61.5	710.3	721.7
Playbill	65.8	75.4	616.5	725.2
Record	27.6	40.8	271.8	308.9
Stereo Review	74.2	55.3	640.4	567.0
Video Magazine	107.8	117.0	932.0	886.0
Video Review	71.2	71.3	735.0	675.0
Total Group	**630.4**	**652.3**	**6,496.0**	**6,298.6**
% change		- 3.4%		+ 3.1%
— National Sunday magazines —				
Parade (52X)	63.9	56.6	660.1	645.8
USA Weekend (52X)	67.0	55.1	683.3	694.4
Total Group	**63.9**	**56.6**	**660.1**	**645.8**
% change		+ 12.9%		+ 2.2%
— Outdoor & sport —				
Alaska	52.9	51.2	576.1	513.0
The American Handgunner (6X)	48.0	45.0	221.0	225.0
American Hunter	11.6	34.6	241.2	264.5
American Rifleman	19.9	26.5	316.0	353.1
Backpacker (6X)	—	—	200.9	257.2
Bass Master (9X) A	42.0	—	506.7	449.4
Bicycling (9X)	—	—	819.2	939.7
Duck's Unlimited	—	—	210.0	213.7
Equus	31.6	33.5	697.9	705.6
Field & Stream	78.3	69.7	1,056.0	1,019.7
Fins & Feathers A	—	—	—	—
Fishing World	15.6	18.2	201.5	221.6
Florida Sportsman	99.1	82.2	1,159.8	998.3
Flying	37.3	49.8	543.7	585.0
Fur-Fish-Game	—	—	—	—
Golf Digest	83.5	98.8	1,064.8	1,084.3
Golf Magazine	51.1	48.1	736.3	810.5
Guns	37.0	25.0	314.0	308.0
Guns & Ammo	39.6	44.2	552.7	583.5
In-Fisherman (6X)	67.5	48.0	538.5	536.0
Muscle & Fitness	109.8	122.2	1,282.4	1,329.3
Outdoor Life	62.0	58.9	846.5	916.4
Outside Magazine	50.6	44.9	516.7	464.1
Petersen's Hunting	43.9	43.5	573.5	534.1
The Runner	29.2	45.7	430.7	625.0

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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December

	Current month 1985	1984	Year-to-date 1985	1984
Runner's World (12X)	28.1	41.2	448.6	623.0
Salt Water Sportsman	67.5	58.6	857.3	833.0
Shooting Times	29.6	34.7	53.9	27.8
Sierra (6X)	41.9	35.0	226.5	215.2
Ski (8X) A.	129.6	139.5	783.5	870.5
Skiing (7X)	170.1	179.6	959.2	985.5
Skin Diver	77.3	64.3	965.4	884.3
Southern Outdoors (8X)	—	—	322.7	356.0
Sport	39.7	42.0	522.7	551.5
Sports Afield	82.3	76.8	1,035.7	1,053.2
Tennis	52.9	70.9	959.8	1,035.5
Western Outdoors (10X)	—	—	425.1	425.9
World Tennis	18.6	29.1	468.0	526.9
Total Group	**1,748.1**	**1,791.7**	**21,634.5**	**22,325.3**
% change		**– 0.8%**		**– 3.1%**

— Photography —

American Photographer	57.2	45.2	520.1	502.6
Petersen's Photographic	33.7	39.2	353.2	410.5
Popular Photography	79.5	106.1	1,022.9	1,121.4
Total Group	**170.4**	**190.5**	**1,896.2**	**2,034.5**
% change		**– 10.6%**		**– 6.8%**

— Religious —

Christian Herald (11X)	28.7	39.8	347.2	406.3
Christian Life	22.5	24.3	294.2	344.8
Christianity Today (18X)	56.8	43.3	726.3	777.5
Inside (4X)	78.4	66.3	330.0	336.1
Moody Monthly (11X)	54.2	46.7	596.2	566.0
Today's Christian Woman	52.2	65.8	267.4	237.8
Total Group	**292.8**	**306.2**	**2,861.3**	**2,668.5**
% change		**– 4.4%**		**+ 7.2%**

— Science/electronic/mechanic —

Discover	33.3	41.2	416.5	434.3
Family Computing	51.5	87.5	482.5	689.7
Home Mechanix	—	—	—	—
Info World (52X)	143.0	189.0	1,516.0	2,136.0
Omni	75.5	96.4	727.1	816.8
Personal Computing	175.7	189.9	1,787.5	1,909.1
Popular Mechanics	90.2	87.6	1,155.9	1,151.3
Popular Science	70.8	73.7	793.4	972.7
Science Digest	17.2	35.2	261.2	358.6
Science 85 (10X)	21.7	31.0	299.1	384.0
Scientific American	43.2	70.7	585.6	839.8
Spectrum	83.5	64.4	1,242.4	1,196.6
Total Group	**805.6**	**986.6**	**9,249.2**	**10,888.9**
% change		**– 18.3%**		**– 15.1%**

— Women/fashion/service —

Bride's Magazine (6X) A.	241.1	266.4	1,814.6	1,887.5
Cosmopolitan A.	185.5	183.9	2,457.0	2,512.6
Essence	76.0	77.6	879.7	922.7
Family Circle (24X) A.	246.9	154.4	1,858.1	1,796.0
Family Magazine	37.2	31.0	476.8	436.0
Glamour	162.8	163.4	2,143.0	2,172.5
Good Housekeeping A.	245.5	208.9	2,052.1	2,033.3
Harper's Bazaar	104.8	135.9	1,736.9	1,814.2
Health	36.2	28.0	471.8	434.4
Ladies' Home Journal	133.8	122.4	1,369.0	1,268.0
Mademoiselle	103.8	118.8	1,503.9	1,684.6
McCall's	120.5	128.3	1,154.9	1,193.1
Military Lifestyle (10X)	32.2	42.0	334.7	408.8
Modern Bride (6X)	221.4	218.6	1,887.3	1,823.5
Ms.	37.1	62.4	555.8	650.6
New Woman	70.5	35.0	661.2	556.4
Parents Magazine A.	113.8	118.0	1,130.8	1,000.4
Playgirl	35.9	32.5	415.5	395.9
Redbook	129.2	104.8	1,166.8	1,177.8
Self	90.8	71.6	1,182.5	1,158.5
Seventeen	77.0	87.2	1,437.7	1,495.6
Shape	11.2	11.8	210.2	209.4
Soap Opera Digest (26X)	33.1	20.8	334.7	331.4
Teen Magazine	32.4	32.6	579.5	619.7
True Story A.	52.5	56.2	611.3	677.6
Vogue	228.7	245.0	3,247.9	3,468.4
W Magazine	63.1	62.0	1,352.0	1,335.0
Weight Watchers	21.2	19.8	332.7	357.1
Woman's Day (16X) A.	—	—	—	—
The Workbasket (10X)	—	—	365.6	385.2
Working Mother	88.9	91.9	936.6	915.5
Working Woman	95.6	120.8	1,239.9	1,308.1
Total Group	**3,118.7**	**3,054.0**	**35,940.5**	**36,429.8**
% change		**+ 2.1%**		**– 46.1.3%**

— Youth —

Boys' Life	11.2	11.8	210.2	209.4
Campus Life (10X)	—	—	—	—
Total Group	**11.2**	**11.8**	**210.2**	**209.4**
% change		**– 5.1%**		**+ 0.4%**

November

	Current month 1985	1984	Year-to-date 1985	1984

— Business —

Advantage	68.0	75.0	565.0	610.0
Arizona Bus. Gazette (52X)	43.0	27.7	330.7	281.0
Atlanta Bus. Chronicle (52X)	77.6	47.2	636.9	523.8
Austin Business Journal (52X)	58.2	43.0	644.3	523.8
Baltimore Business Journal	93.0	65.5	763.0	699.0
Barron's (52X)	237.1	237.0	2,113.5	2,173.9
Boston Business Journal (52X)	153.7	117.1	1,577.5	1,058.9
Business Atlanta	70.3	57.6	751.4	642.0
Business First of Columbus	82.8	—	—	—
Business North Carolina	53.0	36.8	—	—
Business Week (52X) A.	396.3	508.2	3,618.7	4,539.3
Business West (24X)	41.0	39.0	—	—
California Business	107.5	104.8	1,189.5	982.6
Capital District Business Review (25X)	27.9	35.5	430.3	508.8
Cincinnati Business Courier	70.0	54.6	699.4	291.4
Corporate Report/Kansas City	39.8	74.2	496.7	681.2
Corporate Report/Minnesota	104.7	82.3	1,042.3	953.5
Crain's Chicago Bus. (52X)	82.7	85.0	838.7	751.6
Crain's Cleveland Bus. (52X)	—	—	—	—
Dallas/Ft. Worth Bus. (52X)	—	—	—	—
Dun's Business Month	—	—	—	—
Financial World (24X)	61.0	39.3	488.5	350.0
Florida Trend (13X)	99.4	90.3	1,029.1	952.4
Forbes (26X)	374.2	445.8	3,315.5	3,405.2
Fortune (26X) A.	295.7	357.5	3,008.3	3,180.8
Frequent Flyer	77.0	73.5	707.6	646.1
Futures (13X)	68.0	53.0	616.0	617.0
Georgia Trend	52.1	—	209.4	—
Hawaii Business	46.0	56.8	541.8	561.3
High Technology	33.6	33.6	329.7	373.4
Houston Business Journal (52X)	—	—	—	—
Inc. Magazine A.	—	—	—	—
Income Opportunities	51.0	44.8	481.4	464.8
Industry Week (25X) A.	113.3	152.9	1,016.1	1,263.5
Indianapolis Bus. Journal (52X)	131.3	119.8	1,369.1	1,262.7
Kansas City Business Journal	132.1	160.2	1,615.3	1,483.2
Milwaukee Business Journal (52X)	153.8	94.1	1,149.6	942.2
Minnesota Business Journal	53.9	59.7	545.7	557.7
Nation's Business A.	47.3	61.5	376.1	396.6
New England Business (20X)	101.8	98.5	1,032.5	818.4
Pacific Business News (52X)	118.4	94.6	1,237.8	1,107.6
Philadelphia Business Journal (52X)	111.7	85.3	1,099.6	991.6
Pittsburgh Bus. Times (52X)	69.7	53.8	863.3	599.6
San Jose Bus. Journal	—	—	—	—
Savvy	32.3	57.0	352.1	458.4
St. Louis Bus. Journal (52X)	158.1	189.6	1,597.4	1,560.8
South Florida Bus. Journal	109.2	73.8	1,016.3	748.4
Texas Business	65.2	78.2	792.0	808.6
Venture	—	—	—	—
Total Group	**4,398.4**	**4,264.1**	**40,981.7**	**39,144.2**
% change		**+ 3.1%**		**+ 4.5%**

— Newspaper Sunday magazines —

Boston Globe	231.7	234.2	2,206.9	2,087.2
Chicago Tribune	193.1	134.6	1,380.2	855.3
Cleveland Plain Dealer	73.4	68.3	552.6	646.9
Columbus Dispatch	53.4	67.9	533.0	554.6
Denver Post	—	—	—	—
Detroit News	172.0	168.0	1,468.0	1,502.0
Image	124.1	90.6	961.6	640.6
L.A. Times Home Magazine	140.0	132.0	868.5	1,014.6
Louisville Courier-Journal	132.1	127.1	846.3	811.0
Miami Herald	54.1	58.3	479.4	565.3
New York News	—	—	—	—
New York Times Magazine	441.7	534.2	3,969.4	4,275.7
Philadelphia Inquirer	97.5	91.0	527.9	675.0
Toledo Blade Magazine	67.0	62.7	496.3	567.4
Washington Post	140.6	133.8	1,281.1	1,234.2
Total Group	**1,920.7**	**1,902.7**	**15,971.2**	**15,429.8**
% change		**+ 0.9%**		**+ 0.9%**

— Weeklies/bi-weeklies —

The Advocate (26X)	142.2	89.6	1,202.6	1,143.5
Army Times Military Group:				
Air Force Times (52X)	195.9	183.8	1,779.0	1,699.4
Army Times (52X)	190.0	178.5	1,741.4	1,630.1
Navy Times (52X)	204.2	200.8	1,879.3	1,821.4
The Times Magazine	10.0	12.4	112.4	169.1
The Blood-Horse (52X)	642.2	669.8	4,828.8	4,968.4
Capper's Weekly (26X)	26.9	24.8	293.9	285.8
Commonweal (22X)	14.2	17.4	78.5	79.4
Golf World (43X)	—	—	—	—
Grit (52X) A.	21.6	18.7	222.9	247.7
National Journal (50X)	47.0	41.3	513.0	271.3
National Review (25X)	58.2	35.9	291.1	301.8
New Republic (48X)	47.4	26.7	366.1	341.1
New York Magazine (50X)	318.4	335.3	2,713.5	2,592.4
New Yorker (52X)	395.1	433.7	2,603.8	3,148.9
Newsweek (52X) A.	—	—	—	—
People (52X)	438.6	492.7	3,367.1	3,613.2
Rolling Stone (25X)	110.6	102.5	1,015.1	953.9
Sporting News (52X)	44.4	52.4	486.6	540.8
Sports Illustrated (52X) A.	289.6	299.2	2,535.0	2,812.5
Time (52X) A.	301.5	329.2	2,400.2	2,557.4
Travelhost (52X) C.	3,125.0	3,164.0	35,232.0	35,406.0
TV Guide (52X) A.	451.9	422.6	3,426.6	3,495.5
Us Magazine (26X)	97.8	41.4	516.0	448.9
U.S. News & World Report (52X) A.	200.8	196.1	1,558.5	1,579.9
Total Group	**7,379.5**	**7,367.8**	**69,213.4**	**68,964.9**
% change		**+ 0.2%**		**+ 0.4%**

— Foreign —

Business Week Int'l (52X)	243.4	173.6	1,507.6	1,557.1
Cosmopolitan en Espanol:				
Central America	5.3	10.0	19.2	18.0
Colombia	24.5	26.3	164.2	129.0
Ecuador	1.0	1.0	5.0	5.0
Mexico	75.2	101.5	515.7	562.3
Peru	2.0	5.5	27.0	32.5
Puerto Rico	35.5	26.0	244.0	295.7
U.S. (Spanish language)	26.8	29.2	206.2	218.2
Venezuela	53.3	44.0	283.0	216.5
Cosmopolitan Foreign Editions:				
Australia	107.4	116.9	767.4	719.5
Brazil	71.4	74.3	513.1	450.2
France	117.7	139.3	1,079.7	1,387.8
Germany	158.7	140.5	1,121.0	1,023.7
Great Britain	179.0	177.0	1,337.0	1,311.3
Greece	48.0	87.0	567.4	574.0
Holland	102.0	86.0	746.3	593.0
Italy	91.5	95.2	559.6	604.5
Japan	57.3	33.3	407.3	346.9
Good Housekeeping Foreign Editions:				
Australia	47.4	35.2	590.6	364.7
Great Britain	204.2	218.6	1,469.5	1,467.9
Japan	103.5	96.5	524.5	798.4
Buenhogar:				
Central America	3.0	4.0	10.0	18.5
Chile	1.0	2.0	10.0	10.0
Columbia	53.7	53.0	374.7	372.2
Ecuador	17.0	19.0	117.0	142.5
Mexico	76.2	73.0	456.2	476.7
Peru	15.0	12.3	123.0	191.7
Puerto Rico	6.0	19.3	97.5	153.8
Venezuela	47.2	52.0	380.3	317.5
Geomundo:				
Central America	9.0	10.0	59.5	70.3
Chile	6.0	9.0	58.5	66.3
Colombia	12.0	17.2	106.5	109.7
Ecuador	8.0	5.0	48.0	45.0
Mexico	18.5	15.5	101.5	97.3
Peru	5.0	7.0	53.5	63.3
Puerto Rico	5.0	4.0	34.0	32.3
Venezuela	22.5	13.5	108.5	117.3
Hombre De Mundo:				
Central America	8.0	15.0	47.5	78.0
Chile	6.0	13.0	51.5	74.0
Colombia	25.5	15.7	113.0	116.7
Ecuador	7.0	9.0	47.0	53.0
Mexico	24.7	42.2	140.2	186.3
Peru	5.0	8.0	36.5	66.0
Puerto Rico	8.0	11.0	73.0	97.0
Venezuela	39.8	27.5	243.8	205.5
Ideas Para Su Hogar:				
Central America	—	—	—	1.5
Chile	—	—	—	1.0
Colombia	26.5	33.2	178.2	224.7
Ecuador	6.0	—	59.0	52.5
Mexico	18.7	22.7	119.2	118.2
Peru	5.5	10.0	27.0	67.0
Puerto Rico	—	7.0	10.5	12.0
Venezuela	41.5	44.5	204.8	215.5
International Communications:				
African Business	39.2	25.0	297.0	305.2
The Middle East	9.3	24.4	165.4	202.0
New African	16.3	18.5	185.8	192.4
International Management:				
Europe	79.8	60.5	583.0	455.2
Middle East	27.5	29.0	188.5	183.8
Pacific	25.2	13.3	183.2	146.0
Johnston International:				
Alam Attijarat	57.0	78.9	512.7	638.0
Modern Africa (6X)	25.3	39.0	88.8	156.1
Modern Asia (11X)	64.3	74.8	361.0	360.7
Mecanica Popular:				
Argentina	1.3	3.2	18.0	57.8
Central America	10.5	14.7	103.8	142.3
Chile	4.3	8.2	35.8	71.5
Colombia	20.3	22.0	160.7	168.8
Mexico	18.0	17.8	163.7	152.2
Peru	11.5	15.3	121.7	170.7
Puerto Rico	10.0	14.2	99.3	155.0
Venezuela	16.7	18.3	148.2	183.5
Newsweek International A.:				
Atlantic (52X)	131.1	123.8	983.9	978.2
Latin America (52X)	40.3	23.0	318.0	270.0
Pacific (52X)	79.9	91.7	699.8	770.7
Reader's Digest:				
Arabic	10.5	9.5	98.0	98.0
Asian	262.0	222.0	2,351.0	2,068.0
Australian	70.5	83.0	624.5	806.3
Belgian-Flemish	151.5	138.0	913.0	919.5
Belgian-French	85.0	94.0	566.0	606.0
British	62.0	72.1	513.3	608.9
Chinese	120.0	148.0	1,325.5	1,149.2
Danish	32.3	36.5	347.8	354.3
Dutch	51.5	52.5	483.8	438.3
Finnish	30.0	38.5	462.7	462.0
French	31.9	53.2	448.6	513.2
German	99.5	90.0	723.6	749.8
Greek	2.5	7.0	65.5	92.0
Iberian	4.5	12.0	37.5	188.0
Indian-English	112.5	87.5	992.0	785.0
Indian-Hindi	15.5	15.5	124.0	73.0
Italian	56.0	46.0	375.0	371.0
Japanese	40.7	53.4	456.9	486.4
Korean	39.3	27.0	282.8	256.0
Latin American:				
Argentina	8.5	29.5	189.5	227.5
Brazil	4.5	7.5	48.5	35.5
Central American	5.5	10.5	90.0	107.5
Chile	13.0	24.0	119.5	128.5
Colombia	37.5	51.5	304.0	352.0
Ecuador	5.5	9.5	92.0	92.5
Mexico	63.5	91.5	536.8	563.6
Peru	8.5	13.0	105.5	106.5
Puerto Rico	1.5	6.0	50.5	59.5
U.P.B.	5.5	10.5	78.5	85.0
U.S. Spanish	14.5	23.5	110.5	125.5
Venezuela	7.0	12.5	111.0	124.5
New Zealand	85.0	125.5	616.0	969.1
Norwegian	13.0	38.0	196.4	360.7
Portugal	56.5	59.5	406.6	417.0
South African	112.0	157.5	1,010.0	1,101.3
Swedish	28.5	3.5	200.5	108.5
Swiss-French	39.0	33.0	289.1	288.6
Swiss-German	48.0	44.0	398.4	377.0
Time International:				
Time-Asia	105.7	111.6	941.1	1,003.1
Time-Atlantic	140.2	138.0	1,161.6	1,194.5
Time-Canada	325.5	290.8	1,983.4	2,072.2
Time-Latin America	63.8	67.2	511.4	541.7
Vanidades Continental:				
Central America	33.8	22.8	115.8	88.2
Chile	4.3	10.3	34.7	31.7
Colombia	137.2	117.0	840.2	753.0
Ecuador	32.3	27.7	241.8	207.5
Mexico	167.0	175.3	935.8	1,033.7
Peru	26.7	24.7	191.0	233.7
Puerto Rico	52.8	48.7	399.5	404.8
Venezuela	99.8	106.2	604.2	583.7
Visao	6.3	9.3	103.3	65.2
Vision/Latin America (26X) A.	36.2	51.1	301.4	337.5
Total Group	**5,960.0**	**6,128.7**	**45,508.6**	**46,907.0**
% change		**– 2.8%**		**– 3.0%**